

# Blog

DRIVER(S)  
1. \_\_\_\_\_  
2. \_\_\_\_\_

FOCUS (content/theme)

W F M  
*plan for a week, fortnight or month*

## POST IDEAS

*pick best ideas to do*

## ENGAGE/ACTION

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BIZ OUTCOME

# Facebook

DRIVER(S)  
1. \_\_\_\_\_  
2. \_\_\_\_\_

FOCUS (content/theme)

W F M

## POST IDEAS

## ENGAGE/ACTION

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BIZ OUTCOME

*biz goal to work towards: converting leads, gaining more engagement, promoting a product, etc.*

# Emails

DRIVER(S)  
1. \_\_\_\_\_  
2. \_\_\_\_\_

FOCUS (content/theme)

W F M

## POST IDEAS

*who do I need to engage?*

*What's my next action?*

## ENGAGE/ACTION

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BIZ OUTCOME

## FOCUS (content/theme)

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FOCUS (content/theme)

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## POST IDEAS

## ENGAGE/ACTION

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BIZ OUTCOME

## FOCUS (content/theme)

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FOCUS (content/theme)

W F M

## POST IDEAS

## ENGAGE/ACTION

*Am I working on a theme or series for my content?*

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BIZ OUTCOME

## FOCUS (content/theme)

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FOCUS (content/theme)

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## POST IDEAS

## ENGAGE/ACTION

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BIZ OUTCOME

